

**IN THE CLAIMS:**

Please **cancel claims 16 and 22-24** without prejudice or disclaimer; **amend claims 1, 3, 6, 11, 15, and 18-21** as indicated below; and **add claims 25 and 26** as follows:

1. (Currently amended) A method of billing for access to a content item, comprising:

(a) ~~serving at a client entity, displaying a page, without said content item,~~ served from a server to **[[a]]** the client entity, the ~~served~~ page ~~including~~ being displayed without said content item, but with an interface component enabling a user to select the content item for access;

(b) in response to use of the interface component in the served displayed page to select said content item, serving the content item from the server to the client entity by either: serving the same page again along with the content item incorporated for display, or serving the content item for display by and redisplaying the page at the client entity in the previously served page at a location defined in the previously served with said content item incorporated into the page; and

(c) generating a billing event at the server in correspondence to serving the content item.

2. (Cancelled)

3. (Currently amended) A method according to claim 1, wherein in (a) the displayed page, ~~as served without the content item,~~ includes a place holder for the content item, the place holder including an item descriptor and an access price indication.

4. (Cancelled)

5. (Cancelled)

6. (Currently amended) A method according to claim 1, wherein a billing event is only generated in (c) the first time the content item is served during a user session with the server.

7. (Cancelled)

8. (Previously presented) A method according to claim 1, further including maintaining a record of whether a user has previously been served said content item and checking said record so that the user is only billed once for that item independently of the number of times the item is served, said checking being performed either:

prior to generating said billing event, with the event not being generated if the item has been previously served, or

subsequent to generating the billing event, with the event being cancelled if the item has been previously served.

9. (Original) A method according claim 1, wherein the page is a web page and the server is an HTTP web server.

10. (Original) A method according to claim 1, wherein the page is a WAP deck.

11. (Currently amended) A server system arranged to bill for access to a content item associated with a page downloadable from the server system to a user client entity, the server system comprising:

a content server responsive to a request for the page from the client entity to serve the page to the client entity without the content item also being served, the served page including an interface component enabling the user to select the content item for access;

a selection detection arrangement arranged to be responsive to selection of said content item by use of the interface component in the served page, to cause ~~that item to be served by~~ the content server to serve the same page again to the client entity ~~by either: serving the page again along~~ with the content item ~~incorporated for display, or serving the content item for display by the client entity in the previously served page at a location identified in the latter; and~~

a billing arrangement for generating an item-dependent billing event at the time of at least the first serving of the content item to said client entity.

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Currently amended) A method of billing for access to a content item ~~associated with a page intended to be served from a server to a client entity~~, the method comprising:

~~storing a corresponding selection indicator in the event of selection of said content item by a user associated with said client entity;~~

~~receiving at the server a request for said page from said client entity and thereupon checking for any stored selection indicator indicating that the user associated with said client entity has selected the content item;~~

~~where the checking the database indicates that said user has selected the content item, serving the requested page with the content item incorporated for display in the page, the page otherwise being served without the content item also be served~~

(a) at a client entity, displaying a page served from a server to the client entity, the page being displayed without said content item but with an interface component enabling a user to select the content item for access;

(b) in response to use of the interface component in the displayed page to select said content item, serving the content item from the server to the client entity, and displaying the content item at the client entity in the previously served page at a location identified in the latter; and

generating a billing event at the server in correspondence to serving the content item.

16. (Cancelled)

17. (New) A method according to claim 15, wherein ~~the selection indicator is stored in (a), the displayed page includes a database with persistence beyond a current user session with place holder for the server content item, the place holder including an item descriptor and an access price indication.~~

18. (Currently amended) A method according to claim 15, wherein a billing event is only generated the first time the content item is ~~downloaded~~ served during a user session with the server.

**19.** (*Currently amended*) A method according to claim **15**, ~~further including maintaining~~ wherein a record is maintained of whether said user has previously been served said content item, said record being checked so that the user is only billed once for that item independently of the number of times the item is served, said checking being performed either:

prior to generating said billing event, with the event not being generated if the item has been previously served; or

subsequent to generating the billing event, with the event being cancelled if the item has been previously served.

**20.** (*Previously presented*) A method according claim **15**, wherein the page is a web page, and the server is an HTTP web server.

**21.** (*Previously presented*) A method according to claim **15**, wherein the page is a WAP deck.

**22.** (*Cancelled*)

**23.** (*Cancelled*)

**24.** (*Cancelled*)

25. (New) A method according claim 1, wherein the page is a web page, and the server is an HTTP web server.

26. (New) A method according to claim 1, wherein the page is a WAP deck.